

## **CALL TO ORDER**

The July 15, 2014, meeting of the Destination Newport Committee was called to order at approximately 2:05 P.M. In attendance were John Clark, Steve Beck, Lil Patrick, Carrie Lewis, Ric Rabourn and Lorna Davis. Also in attendance were Cindy Breves, Executive Assistant, Dean Sawyer Council Representative and Jamie Rand from News-Times.

## **INTRODUCTIONS**

No introductions needed.

## **CONSENT CALENDAR**

The consent calendar consisted of the following items:

- A. Minutes of the June 12, 2014, meeting;
- B. Review of Account, June 2014

MOTION was made by Clark, seconded by Patrick, to approve the consent calendar, as presented. The motion carried unanimously in a voice vote.

## **OTHER**

The committee discussed and considered the application for a Tourism Facilities Grant from Oyster Cloyster. Carrie Lewis abstained from the discussion and vote. The committee decide to recommend the grant to the City Council for \$5,000.

MOTION was made by Clark, seconded by Patrick, to approve the Tourism Facilities Grant for Oyster Cloyster in the amount of \$5,000. The motion carried unanimously in a voice vote with Carrie Lewis abstaining.

## **REVISION OF BROCHURE**

The committee reviewed the brochure with Rand revising pictures and text. Rand will provide another draft for the next DNC meeting.

## **MARKETING CAMPAIGN BY NEWS-TIMES**

Rand presented the marketing campaign for the coming year to the committee. This year the committee decide to go with a "things to do list" theme. Rand shared several different versions that were developed to appeal to the various demographic groups that the DNC is trying to reach with the marketing campaign.

MOTION was made by Lewis, seconded by Clark, to approve the marketing campaign presented by the News-Times. The motion carried unanimously in a voice vote.

## **MEDIA CONSIDERATIONS**

Davis presented the media proposal from Next Stop. The proposal was provided to multiple cities along the Central Coast. Lincoln City and Florence have already agreed to the proposal and committed \$5,000. Next Stop would like to create a 30 minute show on the Central Coast with three segments featuring Florence, Newport and Lincoln City. This show will be played on OnDemand and on Alaska Airline in flight programming. The cost is \$5,000 for each city. The city would receive a copy of there segment that they could use in any way they would like. DNC would provide the film makers with the content they would like included in Newport's spot.

MOTION was made by Beck, seconded by Patrick, to approve Next Stop Video on the Central Coast for \$5,000. The motion carried unanimously in a voice vote.

The committee discussed OnDisplay Skyscraper proposal.

MOTION was made by Patrick, seconded by Lewis, to approve OnDisplay Skyscraper for the amount of \$87,000. The motion carried unanimously in a voice vote.

## **DISCUSSION AND ACTION**

There was a brief discussion on the Grande Round CBS billboard confirmation that the DNC had approve purchasing it again.

Davis showed the Committee the DNC mobile website had been rebuilt based on the discussion at the previous meeting. The committee like the rebuild. They found it much more user friendly.

Next meeting will be August 14, 2014 at 2 P.M.

## **ADJOURNMENT**

Having no further business, the meeting adjourned at approximately 3:43 P.M.